Welcome, Bryn Mawr Fund Alumnae Volunteers!

The following training will guide you through need-to-know information for Bryn Mawr Fund volunteers and help us to tailor our in-person training during Volunteer Summit on September 19-20, 2014.

Please complete this training by September 12th.
BEFORE WE GET STARTED, THANK YOU!

You are part of a very special group of 220 Bryn Mawr Fund volunteers, whose generosity of time and financial support allowed us to exceed our goal of $5.25 million and raise over $5.4 million in fiscal year 2014.

WE WOULD ALSO LIKE TO KNOW MORE ABOUT YOU.

Into which decade does your class year fall?

- 1940s
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000s
- 2010s

Are you celebrating a Reunion this year?

- Yes
- No

How long have you been a Bryn Mawr Fund volunteer?

- This is my first year
- 2 - 5 years
- 5 - 10 years
- More than 10 years

THE BIG PICTURE: THE BRYN MAWR FUND
Bryn Mawr Fund Goals for FY2014-15

Raise $5.3 million from 6,800 alumnae, parents, and friends of the College

Bryn Mawr Fund Volunteer Goals for FY2014-15

Increase class participation in giving
Increase membership in The Slade Society

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THE BIG PICTURE: SUPPORTING THE STRATEGIC PLAN

Bryn Mawr is in the quiet phase of an exciting fundraising campaign that will strengthen our core mission and enhance our competitive position:

**Fostering Curricular Innovation:**

- 360° courses
- Blended learning
- 4+1 and AB/MA programs

**Connecting the Liberal Arts to Professional & Personal Growth:**

- Leadership, Innovation, and the Liberal Arts Center (LILAC)
- Praxis courses
- Civic engagement

**Creating Opportunities:**

- Scholarships
- Internships
- Fellowships
**Supporting & Showcasing Science:**
- Park Science renovations
- STEM Posse Scholars
- Preparing women for STEM fields

**Nurturing Globally Successful and Engaged Students:**
- International Studies major
- Study Abroad
- International partnerships

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Great news! Every class of alumnae will celebrate a reunion during the campaign. Reunion is a rallying point around which alumnae can raise a generous class gift that counts towards the campaign.

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**HOW YOU CAN HELP: INCREASE PARTICIPATION**

Encouraging your classmates to become consistent donors will boost the overall alumnae participation rate, which helps the College receive grant funding and affects our national rankings.

Do you know which participation rate belongs to Bryn Mawr and which belong to our peer colleges?

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Bryn Mawr's participation rate is 37%

Our peers:

- Smith College 30%
- Haverford College 48%
- Wellesley College 53%
- Swarthmore College 55%

Although Bryn Mawr's annual participation rate is 37%, more than 55% of alumnae donated at least once in the last 3 years. Imagine the impact alumnae could make if 55% gave every year!
HOW YOU CAN HELP: INCREASE PARTICIPATION

Outreach by alumnae volunteers is one of our most effective tools in building the College's foundation of donors. The majority of our donors (91%) give below the Slade Society level, and last year these donors collectively raised $1.4 million for The Bryn Mawr Fund. So it's important to remind your classmates that gifts of all sizes matter and make a difference in the lives of today's students.

HOW YOU CAN HELP: BUILD THE SLADE SOCIETY

The Slade Society is a small group of donors that makes a big impact. Nearly 74% of Bryn Mawr Fund dollars come from Caroline McCormick Slade Society members.

Volunteers are some of our most successful recruiters of new Slade members. When building Slade membership in your class, let your classmates know that monthly giving and matching gifts count and make Slade membership easier to attain. Reunions are a great motivator for people to step up to Slade.

At what gift level does Slade Society membership begin?

- $500
- $1,000
- $1,885
- $2,500
- Other Amount
THE SLADE SOCIETY

Slade Society membership begins with a gift of $2,500 and is renewable every year.

For GOLD alumnae (Graduates Of the Last Decade), membership is $100 times the number of years since graduation. For example, an alumna who graduated in 2010 can join Slade for $500 in fiscal year 2015.

Graduating Seniors can become Senior Slade with a gift of $100 or more to their Senior Gift.

TOOLS FOR SUCCESS:
WHEN TO REACH OUT TO YOUR CLASSMATES

October 2014  GOLD Giving Month
November-December 2014  Class fundraising letters & end-of-year calling
February 2015  Celebrate Give a Hoot Day
April-May 2015  Promote the Class Color Challenge
May 2015  End-of-fiscal-year calling
June 2015  Thank donors in your class
TOOLS FOR SUCCESS:
KNOW THE LATEST NEWS ABOUT BRYN MAWR

What is your main resource for information about Bryn Mawr (and/or your class) that helps you with your volunteer work? Click all that apply.

- BMC Webpage
- Class Reports
- Volunteer Webpage
- BMC Facebook
- Class Facebook
- GOLD Facebook
- Alumnae Association Webpage
- Volunteer Newsletter
- Conversations with friends
- Alumnae Bulletin
- Campus Office
- Development Officer
- Alumnae Clubs
- Other?
TOOLS FOR SUCCESS: HANDLING OBJECTIONS

Volunteers can experience roadblocks when asking classmates for a gift. What is your most likely answer to these common objections?

"It's not the same College it was when I went there."

Tell them that the College's core mission and values of educating bright young women from all backgrounds remain the same.

Tell them that the traditions they love, such as May Day, are still beloved by today's students.

Tell them that Bryn Mawr is highly selective with over 93% of admitted students reporting their rank in the top 25% of their high school class.

"I can't donate because I...
...just bought a house
...am unemployed
...____________.
"

Tell them how smaller gifts combine collectively to make a big impact.

Stress that any gift makes an immediate difference to today’s students.

Tell them how important their participation is to Bryn Mawr’s rankings, grant funding, and new student recruitment.
Tell them Bryn Mawr is ranked #1 for a third consecutive year in *Washington Monthly*, which recognizes colleges who encourage students to enter service-focused careers.

Tell them that Bryn Mawr students are working to advance the issues and causes they care about.

Tell them that Bryn Mawr was named to the White House’s Higher Education Community Service Honor Roll with Distinction.

*There are so many great reasons for alumnae to support the College today. Every gift benefits Bryn Mawr's bright and talented students, from their first day to graduation day.*

What is your favorite reason for giving to Bryn Mawr?
VOLUNTEERING & CONFIDENTIALITY

Bryn Mawr Fund Volunteer Confidentiality Statement

The purpose of this Confidentiality Statement is to protect the privacy of all members of the Bryn Mawr community. Bryn Mawr Fund volunteers have access to information that is confidential. Bryn Mawr College requires that strict confidentiality be maintained with respect to all information obtained by staff and volunteers. This includes, but is not limited to, information pertaining to donations of money or gifts, addresses, telephone numbers, email addresses, and other contact information. Electronic communications accessible by volunteers shall be treated as confidential documents and shall not be transferred via electronic or any other communication vehicle at any time. Any personal and financial information should not be disclosed or discussed with any third parties.

It is the policy of Bryn Mawr College that such information must be kept confidential both during and after volunteer service.

☐ Agree
☐ Disagree

Now that we have gone over the basics, what do you want to know more about when we meet at Volunteer Summit? Click all that apply.

- Bryn Mawr Fund goals
- The Campaign
- Reunion Giving
- Countering Objections
- Building a Class Committee
- Leadership Giving (Slade Society)
- How to use Volunteer Reports
- Contacting Classmates
- Ways to Make a Gift
- Institutional Initiatives
- Other?

Thank you for all that you do as a Bryn Mawr Fund volunteer and for taking the time to complete this online training. See you soon, at Volunteer Summit, on September 19-20, 2014.

THE BRYN MAWR FUND

For more information on The Bryn Mawr Fund and on volunteering, visit us online:
For volunteer tools, click here.

For more on The Bryn Mawr Fund, click here.

To make your Bryn Mawr Fund gift, click here.

To contact the staff liaison for your class, click here.